



Priority One
Tauranga
Moana

Talent

Talent attraction and retention is a key driver of business growth in Tauranga Moana. Priority One is focused on bridging the existing skills gap in our workforce and preparing for future demands.



Talent

- Our economy will create 40,000 extra jobs by 2050.
- The proportion of working-age people will decline.
- Immigration policy settings are uncertain.
- The proportion of Māori in the workforce will increase.
- There's a mismatch between education and future job creation.

Improving productivity by getting the most out of our workforce is the single largest way to increase the value of our economy, and improve equity.

Workforce - our objectives

- To support business understanding of future workforce trends, opportunities and issues so they can plan well.
- To ensure students are well prepared for the workplace.
- To increase workforce participation by maximising our available workforce.
- To supplement local talent by addressing skill gaps.
- To understand the needs of employers in the future, and act as a team where needed.
- To maximise the attractiveness of our region to talent.

Keeping it local

Forecasted job growth means we need to develop and enable local people to meet predicted skills shortages.

We work with employers to develop a positive, inclusive, and empowering employment culture across the region, ensuring everyone in our community has the opportunity of a fulfilling job here.

Our skills and employment hub, Ara Rau, helps to connect the labour supply and demand pipeline by working with employers and jobseekers to develop relationships for long-term success.

Engaging our youth

Priority One's Instep Programme leads a range of initiatives across the secondary and tertiary education sector; in employment pathways; and around the future of work in Tauranga Moana including: Instep Young Leaders' Forum, Young Innovator Awards, and Thrive - our programme to support awareness of vocational careers such as trades.

With a growing Māori youth population, engaging with rangatahi now will bear fruit for future generations. We work in partnership with Toi Kai Rawa (the region's Māori economic development trust) to support delivery of their Māori STEAM strategy aimed at getting more rangatahi into science and technology training and career pathways.

Attracting talent to fill identified gaps

We work closely with Immigration NZ and local employers to support targeted talent attraction and advocate on behalf of employers where there are significant domestic skills shortages.



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